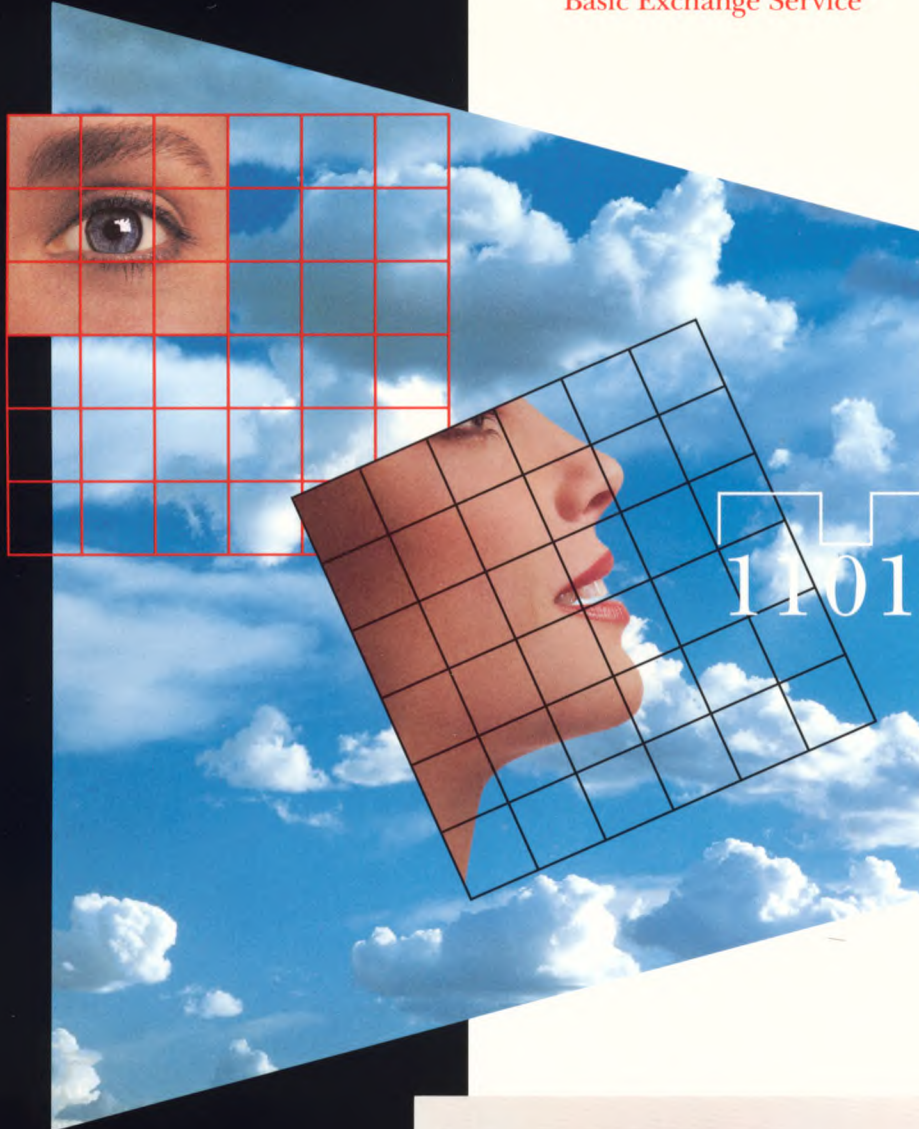# I S D N

To change the way
your business manages voice
and data communications...
take "The Next Step"

NYNEX ISDN
Basic Exchange Service

11011001

New England Telephone
New York Telephone

NYNEX Companies

Computer Imaging • PC-to-Host • Automated Teller Machines • Executive
NYNEX ISDN Basic Exchange Service • LAN-to-Host • Host-to-Host • Home
ring • Voice Call Management • NYNEX ISDN Basic Exchange Service • PC-to-
al-to-Host • Video Conferencing • Telecommunicating • Electronic Mail • File
me Telemarketing • NYNEX ISDN Basic Exchange Service • LAN-to-LAN • PC
Order Entry • Point of Sale • NYNEX ISDN Basic Exchange Service • Facsimile
Conferencing • Electronic Computer Imaging • PC-to-Host • Automated Telle
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Conferencing • Electronic Computer Imaging • PC-to-Host • Automated T
es • Executive Information • NYNEX ISDN Basic Exchange Service • LAN-to-

What is NYNEX ISDN Basic Exchange Service?

Adding ISDN capability to your telephone line lets you take advantage of capabilities that offer:

• **Simultaneous voice, data and image transmission.**

• **Faster data transmission speeds, up to 64 kbps.**

• **Higher quality – all voice and data communications are transmitted digitally.**

• **Standard interfaces that simplify equipment moves.**

• **Cost-effective telecommunications.**

• **Advanced features to make your telecommunications lines more powerful and easier to use.**

It's The Next Step in the evolution of the public network... The Next Step that transforms today's single-purpose telephone line into an all-digital, multipurpose gateway for voice, data and image communication.

Today, businesses use a wide variety of telephone lines and wiring to meet their voice and data communication needs. Managing these needs can be a problem, and expensive—problems and expenses that NYNEX ISDN Basic Exchange Service is designed to reduce.

NYNEX ISDN Basic Exchange Service can help you replace separate lines and networks with a single telephone line which can be customized to simultaneously provide voice, data and image transmission.

When New England Telephone and New York Telephone add ISDN capabilities to your telephone lines, you are taking The Next Step into the future of communications...today.

It doesn't matter what type of business you are in or what telecommunications services and networks you are now using. If your communications needs are changing or your existing resources do not measure up, then you should consider NYNEX ISDN Basic Exchange Service.

Acquire new lines with NYNEX ISDN capability or

Create a new communications environment by adding NYNEX ISDN capabilities to some or all of your telephone lines.

Pre-ISDN

Customer Premises		Central Office
	Voice	
	Circuit Data	
	Packet Data	
	Video	
	Facsimile	

ISDN

Customer Premises		Central Office
	ISDN	
	Voice/Data/Image	
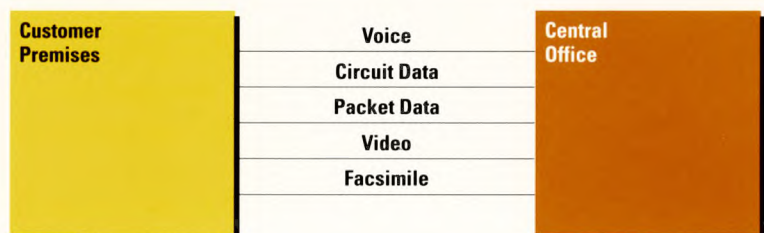
What does NYNEX ISDN Basic Exchange Service provide?

ISDN Capabilities

- **Digital Voice**

- **Circuit Switched Data**

- **Alternate Voice/Circuit Switched Data**

- **Low Speed Packet Switched Data**

- **High Speed Packet Switched Data**

NYNEX ISDN can be added to any business, residence or digital Centrex line. When you subscribe, you get a digital line directly to the desktop and a choice of voice and data capabilities, plus optional features.

If you want	Then subscribe to	And you'll get
Better voice communication	Digital Voice	High quality voice communication that lets you take advantage of advanced electronic telephone features without expensive hardware (i.e., PBX and key system controllers).
Higher speed data communication	Circuit Switched Data	Data communications at speeds up to 64 kbps, nearly 7 times faster than most dial-up lines; digital transmission, reducing interruptions and errors.
Simultaneous voice and data communication	Digital Voice and any one of the data capabilities	The ability to use a single line for a voice conversation while at the same time exchanging data via a computer terminal and/or fax.
Better voice and faster data communication provided alternately	Alternate Voice/Circuit Switched Data	The ability to use a single line for either voice or circuit switched data without having to subscribe to these two capabilities separately.
Cost-effective low speed data communication	Low Speed Packet Switched Data	Multiplexing (up to 15 connections) and management features of packet switched data at speeds up to 9.6 kbps.
High speed data communications with multiplexing and extra management features	High Speed Packet Switched Data	An alternative to circuit switched data, providing multiplexing (up to 127 connections) and management features of packet switched data at up to 64 kbps.

NYNEX ISDN Basic Exchange Service gives you options

When you subscribe to NYNEX ISDN Basic Exchange Service, you can also choose from these optional features:

Digital Electronic Telephone Service

Get an array of special call management features (e.g., call conferencing, bridging and multiple directory numbers) that will improve the way your business uses your telephone system.

Display Service

See call-related data for calls made within your system (e.g., information identifying a call on hold) on any computer or telephone set that can display or utilize this information.

Modem Pooling

Get easy access to data equipment that is not part of ISDN through a single set of modems—eliminating the need for individual modems for each user.

Packet Switching Service

Customize your packet switched lines with calling privileges, multiple circuits for multiplexing connections and other features designed just for your needs.

When is the right time for you to get NYNEX ISDN?

It can be added to your telephone service at any time. (Check with your New England Telephone or New York Telephone representative for availability in your area.)

Are you thinking of
- Expanding?
- Relocating your office?
- Rearranging your current system?
- Expanding your voice and data capabilities?
- Replacing an obsolete system that no longer meets your needs?

Consider NYNEX ISDN. And remember, no matter how large or small your needs—voice only, data only, voice and data—NYNEX ISDN Basic Exchange Service offers capabilities designed for you.

With NYNEX ISDN you get...

A more powerful communications system.

There's no need to replace existing networks. Use NYNEX ISDN Basic Exchange Service to complement your company's existing voice and data services and get a wide array of additional features that give you flexibility and better control over your system.

A less expensive way to communicate.

Adding high speed (up to 64 kbps) all-digital capability to standard telephone lines lets you communicate in a way that once could have only been accomplished with private, dedicated facilities. Move more data—photographs, x-rays, large data files—faster and more efficiently. Because you are using our network, your up-front investment is kept to a minimum.

A network as big or as small as you need it to be.

NYNEX ISDN Basic Exchange Service is an extremely effective way to accommodate peak data loads without paying the price of having unused capacity during non-peak periods.

Your company pays a flat monthly fee to subscribe to a data capability of NYNEX ISDN Basic Exchange Service and is billed on a per call basis, where applicable. This allows you to save on costly charges for dedicated lines when full capacity is unused. And NYNEX ISDN Basic Exchange Service lets you use either circuit switched or packet switched data capabilities. Based on the frequency and amount of data to be transmitted—you choose whichever works best for you.

Simplify your system, untangle your lines

"In my small business, I'm getting strangled by all my separate telephone lines. I need a way to better integrate my equipment. Can NYNEX ISDN Basic Exchange Service help me?"

One of the fundamental ways NYNEX ISDN Basic Exchange Service can help any business is by making it possible to integrate separate voice and data circuits into one line. That makes all your communication easier to accomplish and more productive. You no longer need one line for the telephone, one for the fax and another for your PC or terminal. It's possible to connect up to three pieces of voice and data equipment—such as a telephone, PC, scanner, computer terminal, or fax—on a single line and use all three simultaneously.

For example, with NYNEX ISDN Basic Exchange Service, it is possible to use a PC or terminal to access a database, while talking to a customer on your telephone and receiving text over the fax—all over the same line. This can substantially reduce the number of separate wires "strangling" your business.

ISDN

Digital Telephone
PC
NT-1
ISDN
**NYNEX Telephone Company ISDN Central Office**
Fax
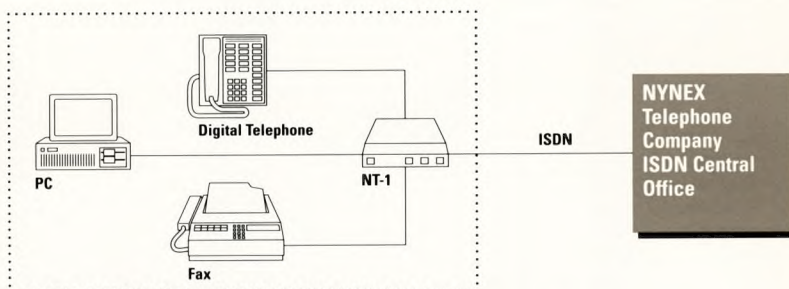
Use a single line with ISDN capability to connect a phone, PC and fax.

- Use voice and data capabilities simultaneously.
- Reduce the need for conversion hardware such as modems.
- Get call coverage features normally associated with PBX and key equipment.
- Eliminate costly, separate data lines.
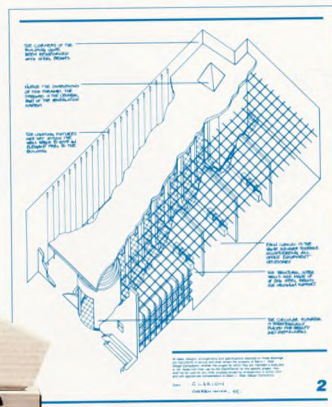
The Next Step...

NYNEX ISDN makes it easy to connect a PC directly to a telephone line.
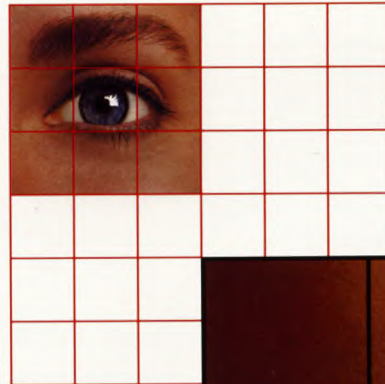
Transmitting large text files and images is efficient and cost-effective with NYNEX ISDN.

ISDN

ISDN Capabilities
- Digital Voice
- Circuit Switched Data
- Alternate Voice/ Circuit Switched Data
- Low Speed Packet Data
- High Speed Packet Data

Transmitting images– graphics, photographs, x-rays, etc.–is efficient and cost-effective with NYNEX ISDN.

NYNEX ISDN delivers advanced electronic telephone features, eliminating the need for on-premises key equipment.

The next logical step in the evolution of the public network.

NYNEX ISDN Basic Exchange Service lets you use a single line for simultaneous voice, data and image communication.

NYNEX ISDN lets your network go where you want it to go, giving home office workers access to office E-mail and other host computer resources.

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NYNEX ISDN lets you transmit data at 64 kbps – nearly seven times faster than is possible over typical dial-up lines.

Employees in remote offices can share information on their PCs while discussing it on the telephone.

High speed communication, for data and image

"My graphic arts department does all its work on PCs. Is there a way for two designers in different offices to view an image on their PCs and at the same time discuss it on the telephone?"

Until fax machines entered wide use in recent years, the telephone network was never a primary conduit for the transmission of digital images: graphics, photographs, x-rays, etc., NYNEX ISDN Basic Exchange Service is changing that.

Inherent to NYNEX ISDN Basic Exchange Service is the speed and quality afforded by digital technology. With ISDN, all kinds of data can be transmitted at up to 64 kbps—almost seven times the transmission speed capability currently offered.

Transmitting graphics and photographs—traditionally the slowest type of data transmission—is reduced to minutes. Similarly, other kinds of data and text are transmitted just as quickly, increasing productivity and decreasing line usage costs.

Because you pay a flat monthly fee and are billed on a per call basis, NYNEX ISDN Basic Exchange Service is extremely cost effective, even for low- to medium-volume users. And because NYNEX ISDN Basic Exchange Service gives you end-to-end digital connectivity, you're assured high quality transmission.

Desktop Conferencing
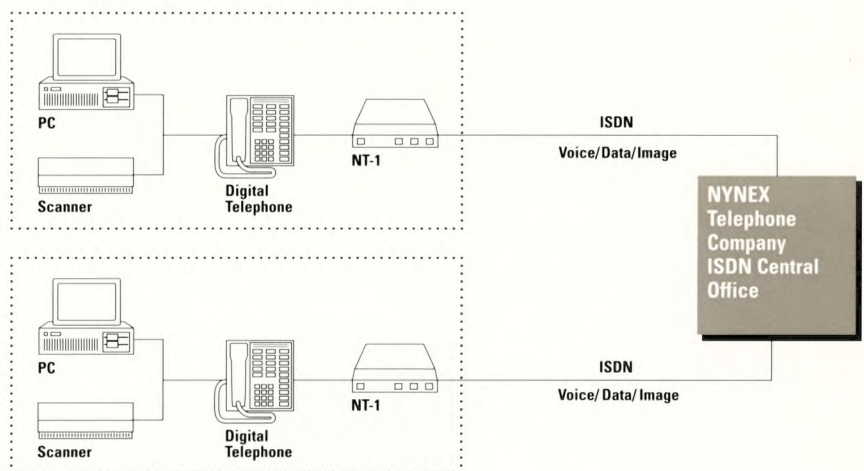
NYNEX ISDN allows two people in different locations to view the same image on their PCs and make changes on line while discussing it on their telephones.

- Reduce transmission times for data intensive applications: x-rays, photographs, graphics, large data files over standard telephone lines.
- Eliminate the cost of installing high speed modems and dedicated lines.
- Assure high quality reproduction.
- Cost effective, even for low- to medium-volume users.

Make your networks go where they're needed

"The branch offices of my company are already wired with their own local area networks. I'd like to connect these networks, but the cost of running private lines is substantial. Would NYNEX ISDN Basic Exchange Service help me solve this problem?"

Many businesses are already wired, with dedicated cabling that is specifically designed for intraoffice data communications: Local Area Networks (LANs) or IBM's SNA. The cost of extending these networks beyond a specific point is often prohibitive because of the cost of installing dedicated lines and coaxial cables. NYNEX ISDN Basic Exchange Service can solve those problems by providing a cost-effective way to extend LANs or SNA networks to new offices and new locations.

With NYNEX ISDN, a PC connected to a LAN in one office can share information and resources with PCs on another LAN; or a remote stand-alone PC can have access to one or more LANs as if it were directly connected.

And with NYNEX ISDN, you are doing far more than just connecting LANs. The same line used for PC to server or PC to LAN communications can also be used for voice communications on a related or unrelated connection. Multiple data connections can be supported as well. Workers can access the same file on their PCs, discuss it over the phone, and edit it simultaneously.

Remote PC Connectivity
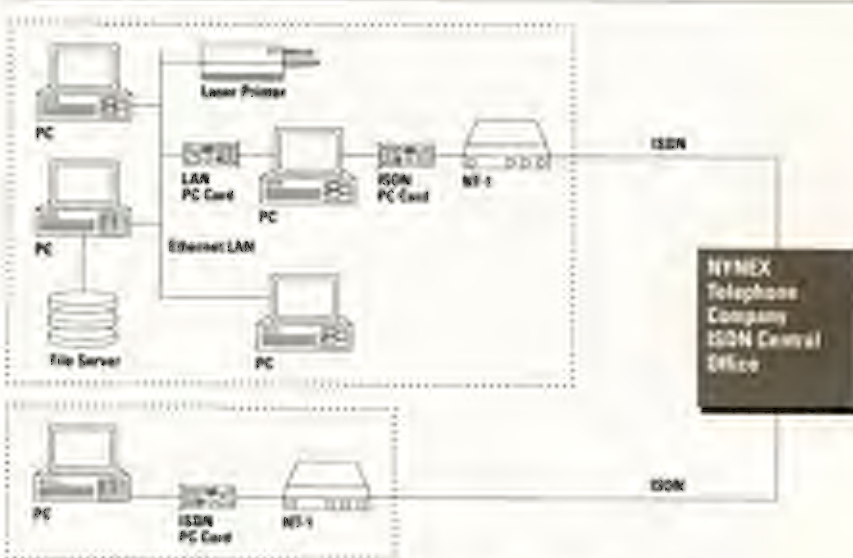
NYNEX ISDN is a cost-effective way to extend and enhance existing networks.

- Makes LAN connection possible without expensive wiring.
- Makes LAN to LAN, or PC to LAN connection possible.
- Remote offices have the same access to electronic mail and other computing resources as the main office.
- Several users can view, discuss and edit the same document.

Get the best in voice communication

"I want to upgrade my telephone system. I don't have a lot of floor space or want the responsibility for a PBX or key equipment, but I need the features that a sophisticated voice system offers. Does NYNEX ISDN Basic Exchange Service provide a solution?"

NYNEX ISDN Basic Exchange Service makes it affordable for small businesses to have all the features that are usually associated with the telephone systems of larger businesses. Because ISDN Basic Exchange Service is managed by your NYNEX telephone company's central office, it eliminates the need for on-premises PBX or key controller equipment and multiple telephone cables. There are also unlimited growth capabilities.

Through the use of the Digital Electronic Telephone Service, a wide range of programmable features are available—such as group intercom, call bridging, hunt groups, multiple directory numbers and shared call appearances—that improve the management of incoming calls and intraoffice communication.

In addition, NYNEX ISDN Basic Exchange Service provides high quality voice communication because digital lines are less susceptible to noise than analog circuits. This is particularly noticeable with speakerphones.

Voice Systems

Pre-ISDN

ISDN

NYNEX ISDN provides high quality voice communication and all the functionality of an electronic telephone system.

- Eliminates the need for expensive, on-premises PBX or key controller equipment.
- Offers a wide range of programmable features such as group intercom, call bridging, hunt groups, multiple directory numbers and shared call appearances.

Taking
The Next Step
is easy

1. Choose the capabilities of NYNEX ISDN Basic Exchange Service you need. Up to three ISDN capabilities can be added to a standard telephone line. If three are selected, one must be Low Speed Packet Switched Data.

- Digital Voice
- Circuit Switched Data
- Alternate Voice/Circuit Switched Data
- Low Speed Packet Switched Data
- High Speed Packet Switched Data

2. Select the optional features that serve you best:

- Digital Electronic Telephone Service
- Display Service
- Modem Pooling
- Packet Switching Service

3. Get the equipment that will enable you to take full advantage of NYNEX ISDN.

NYNEX ISDN Basic Exchange Service works with a wide variety of voice and data equipment. Check with your New England Telephone or New York Telephone representative for information on how to obtain appropriate ISDN equipment.

NYNEX ISDN Basic Exchange Service is being introduced in selected areas. Initially, data networking between locations may be restricted. For information about your area, check with your New England Telephone or New York Telephone representative.

Ready to take
The Next Step?
Ask yourself...

1. Do you need to improve your voice communication system?

2. Are you looking for more control over what you can do with your voice communication system?

3. Do you need to connect different kinds of data equipment in different locations?

4. Can your business benefit from the ability to do simultaneous voice, data and image communications over the same telephone line?

5. Do you want a way to expand and enhance your network without expensive moving and rewiring costs?

6. Are you looking for ways to consolidate and integrate data services that are now separate?

7. Are you looking for ways to save money on your voice and/or data communications?

8. Are your data needs growing?

9. Is your existing network and/or communications equipment obsolete?

10. Do you need to transmit data at private line speeds to more than one location?

11. Do you need greater security in your data communications?

If you answered YES to any of these questions, you owe it to yourself and your business to see what NYNEX ISDN Basic Exchange Service can do for you. Call your New England Telephone or New York Telephone representative today.

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...on • NYNEX ISDN Basic Exchange Service • LAN-to-Host • Host-to-Host • H...
...itoring • Voice Call Management • NYNEX ISDN Basic Exchange Service • P...
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